APPENDIX X: WEB CATALOG

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A. Overview

1. *What is the Web Catalog?*

The *Web Catalog* allows parks to make selected **ICMS** data, images, and multimedia available to the general public, scholars, educators, and researchers around the world via an internet web site.

The most effective way to expand public access to your collections and support interpretive programs is to share catalog records and to create Web Exhibits for the Web Catalog. You can use existing exhibit records in **ICMS** to extend physical exhibits to the internet, and you can create new exhibits specifically for the Web Catalog.

2. *Why should I send my **ICMS** data to the Web Catalog?*

Saving our History, a review by the National Academy of Public Administration (Oct. 2008, page 60), reports that less than one-half percent of NPS museum collections are actually displayed on exhibit. The report recommends NPS expand access to its collections by researchers and the public, and expand the number of items exhibited in museums, visitor centers, and online. They specifically recommend that NPS make public search tools more user friendly, and ensure that museum staff use the Web Catalog.

The NPS Museum Management Program encourages all parks to support park interpretive programs and public outreach goals by preparing and submitting **ICMS** data to the Web Catalog.

3. *Who determines what goes up on the Web Catalog?*

You do. You, the park curator, are responsible for deciding what data will be made available on the *Web Catalog*. You are the best judge of what **ICMS** records can be made available on the *Web Catalog*. Consult with the park resource management and interpretation staff to decide what collections data should be made available on the Web. It is critical for you to make sure that your park's catalog records are accurate and complete, and appropriate to be posted on the web before you transmit them to the *Web Catalog*.

4. *What **ICMS** fields appear on the Web Catalog?*

Data from the fields listed below appear on the *Web Catalog*. Only data from these fields will be posted on the *Web Catalog*.

For Cultural Resources:	For Natural History:
Catalog #	Catalog #
Class 1	Class 1
Class 2	Class 2/Kingdom
Class 3	Class 3/Phylum/Division
Class 4	Class 4/Class
Object Name	Order
Key Descriptor	Family
Description	Scientific Name
Medium/Material	(Genus, Species, etc.)
Measurements	Common Name
Artist/Maker	Collector
Eminent Figure	Collection Date
Eminent Organization	State
Place of Manufacture	Depositional Environment
Other Manufacture Site	Eminent Figure
Manufacture Date	Eminent Organization
Use Date	Exhibit Label

Historic/Cultural Period
Cultural ID
Exhibit Label

5.	*Can I have additional fields appear on the Web Catalog?*	No. There is no provision for customizing individual park Web Catalog pages. Only standard **ICMS** data fields will be displayed on the Web Catalog.
6.	*What sensitive data fields are never submitted to the Web Catalog?*	To protect park resources from unauthorized access in accordance with NPS Management Policies and NPS *Museum Handbook Part III*, sensitive **ICMS** data fields are not submitted to the *Web Catalog*. Information related to site provenience, collecting locales, endangered and threatened species, object location and value, and privacy data is not transmitted to the *Web Catalog*. The following data fields will not appear on the *Web Catalog*.

For Cultural Resources:	**For Natural History:**
Field Site #	County
Location	Location
NAGPRA	Type Specimen
Site Name	Locality
State Site #	Threat/Endang
Within Site Provenience	T/E Date
Lat LongN/W	Lat LongN/W
Township/Range/Section	Township/Range/Section
UTM Z/E/N	UTM Z/E/N

7.	*What other sensitive data can't appear on the Web Catalog?*	Data that may compromise object security such as object location or value, individual privacy information that is considered sensitive will not be posted to the *Web Catalog*. Accession, appraisal and deaccession data aren't transmitted to the *Web Catalog*.
8.	*What do I do with sensitive data that appears in other, non-sensitive data fields?*	*You are responsible for checking and removing sensitive data that may appear in other non-sensitive fields before sending data to the Web Catalog.* For example, remove any provenience data that may have been included in the description field. You also may choose not to submit certain fields to the Web Catalog. To protect park resources, it is extremely important for you to verify that no sensitive data is submitted to the *Web Catalog*.
9.	*What should I do about public requests for sensitive data?*	All requests for sensitive or additional information will be sent to the park. Park staff must restrict access to sensitive data in accordance with law, NPS Management Policies and NPS *Museum Handbook Part III*, Chapter 1, Section C., Management Issues, Section 4, "What data do I need to restrict" and Chapter 2, Section H, "Other Legal and Sensitive Issues." Consult with your regional curator and solicitor before making sensitive data available.
10.	*How secure are my data on the web?*	The best web data security is to keep sensitive or protected data off the web. Therefore, you will only send selected records and images that you choose. You must remove sensitive data from all the fields displayed on the *Web Catalog* before you submit your data.
11.	*Why should I include images in my **ICMS** catalog records?*	"A picture is worth a thousand words." Short of seeing the object, an image of it is the next best thing. Digital images provide immediate visual access to collections. The web allows for close-up viewing of museum collections outside of secure, climate controlled storage. Viewers can see vivid color, intricate designs, scale, interrelationships of materials, and enlargements of detail. Images add drama, excitement and interest to written descriptions.

B. Submitting Data to the *Web Catalog*

1. *How do I prepare **ICMS** catalog records for submission*?

a. In the **ICMS** Catalog Records module, *select the catalog records*. Use the search or filter functions, or select records in the List Pane. You may want to save your selected records in one or more Tag Sets, to make them easier to manage.

The catalog records you select should support park interpretive programs and public outreach goals. They should illustrate the best objects in the collection. They should be useful for research or instructive to a public audience.

Note: Do not mark as Web Ready any records for deaccessioned objects, returned loans, or draft status records. Do not mark as Web Ready any records for objects on loan from non-bureau sources. Do not mark as Web Ready any records for human remains, or NAGPRA materials.

b. *Review the catalog records*. Read the data in the selected records to ensure that it is accurate and complete. Correct any mistakes or typographical errors in the text.
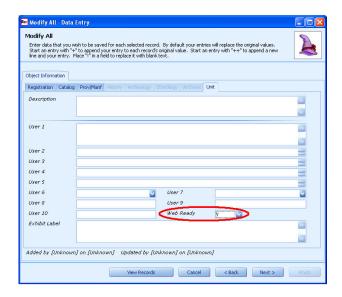
Attach good quality images if available. Review attached images and multimedia. If you do not want an image included on the Web Catalog, right-click the image, choose Image Properties, and deselect the Web Ready property. Do the same on the Multimedia tab to deselect the Web Ready property for multimedia you do not want on the Web Catalog. All images and multimedia are Web Ready by default. Only Web Ready images and multimedia will be included in the Web Catalog.

To include Archival Finding Aids on the Web Catalog, attach the finding aid file to the Cultural Resource catalog record that describes the archival collection. On the catalog record, go to the Multimedia tab, click the Add link, then navigate to and select your finding aid file. Make sure the catalog record is marked "Web Ready" so it and its finding aid will be included in your Web Catalog backup. Recommended file types for finding aids are Adobe PDF files and Rich Text Format (RTF).

c. *Mark the catalog records Web Ready*. With the records selected (via search, filter, tag, or selected in the List Pane), from the Edit menu choose Modify All Records. Follow the prompts to update all selected records.
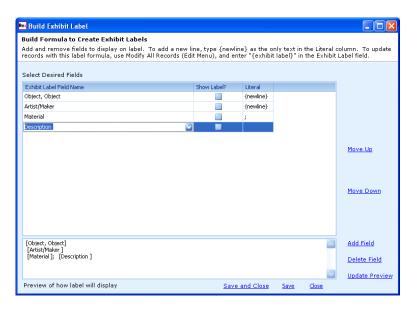
On the Unit tab of the record, update the "Web Ready" field with Y, for Yes, as shown below.

All selected records will be updated as Web Ready. Only Web Ready catalog records will be included in the Web Catalog.

d. *Build Exhibit Labels*. Optionally, complete the Exhibit Label field for each Web Ready catalog record. Enter a description of the object suitable for public display in a physical or web-based exhibit. You may also paste in label text from other sources such as on-line exhibits or electronic documents.

Or, use the Build Exhibit Label function on the Edit menu to select fields to include in the Exhibit Label field. Then use Modify All Records on the Edit menu, and enter {exhibit label} in the Exhibit Label field to automatically complete this field for groups of records. (See Chapter 2's field by field instructions for the Unit tab of each discipline for details about the Build Exhibit Label function.)

2. *How do I prepare ICMS exhibit records for submission?*

a. In the **ICMS** Exhibits module, *select the exhibit records*. Use the search or filter functions, or select records in the List Pane. If you have many exhibit records you may want to save the selected records in one or more Tag Sets, to make them easier to manage.

The exhibit records you select should tell a good story. They should encourage learning. Exhibits should create understanding about people, places, objects, or events. Curators select objects, images, text and other media to illustrate the exhibit themes. **Exhibit themes and stories should support the park's mission and interpretive programs.** Refer to NPS *Museum Handbook, Part III*, Chapter 7, for guidance in creating museum exhibits.

b. *Review the exhibit records.* Read the data in the selected records to ensure that it is accurate and complete. Correct any mistakes or typographical errors in the text.

The exhibit records should include a brief but informative Title. They should include a Description that explains the content and purpose of the exhibit. The Title and Description fields will be displayed on the Web Catalog.
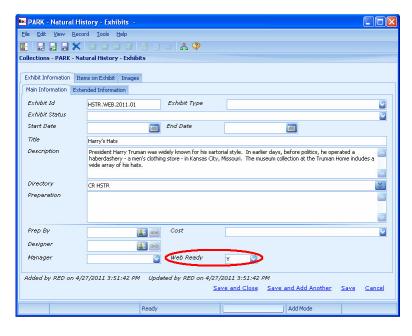
Complete the Directory field, to indicate the **ICMS** directory where the related objects are located.

Ensure that the catalog records listed on the Items on Exhibit tab are appropriate for the exhibit. Check these catalog records to ensure they are marked Web Ready. Only Web Ready catalog records will be included in the Web Catalog.

Attach good quality images if available. Each exhibit record should include an image that illustrates an object in the exhibit.

c. *Mark the exhibit records Web Ready.* Modify each record to make it Web Ready. If you have many exhibit records selected (via search, filter, tag, or selected in the List Pane), from the Edit menu choose Modify All Records. Follow the prompts to update all selected records.

Update the "Web Ready" field with Y, for Yes, as shown below.

All selected records will be updated as Web Ready. Only Web Ready exhibit records will be included in the Web Catalog.

3. *How do I create a new exhibit for the Web Catalog?*

a. In the **ICMS** Exhibits module, *add a new exhibit record*.

The exhibit record should tell a good story. It should encourage learning. Exhibits should create understanding about people, places, objects, or events. Curators select objects, images, text and other media to illustrate the exhibit themes. **Exhibit themes and stories should support the park's mission and interpretive programs.** Refer to NPS *Museum Handbook, Part III*, Chapter 7, for guidance in creating museum exhibits.

Use a consistent numbering system to identify exhibits. For web-only exhibits, consider including the word "web" in the Exhibit ID. For example: HSTR.WEB.2001.001
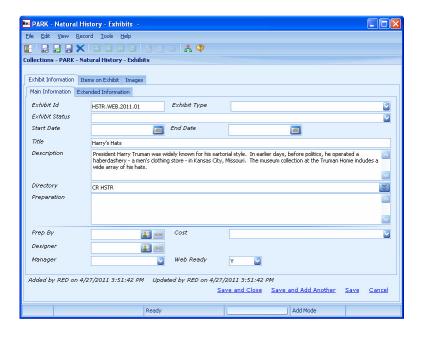
The exhibit record should include a brief but informative Title. It should include a Description that explains the content and purpose of the exhibit. The Title and Description fields will be displayed on the Web Catalog.

Complete the Directory field, to indicate the **ICMS** directory where the related objects are located.

Enter Y for Yes in the Web Ready field, as shown below.

When complete, Save and Close the record.

Attach a good quality image if available. Each exhibit record should include an image that illustrates an object in the exhibit.

b. In the **ICMS** Catalog Records module, *select the catalog records*. Use the search or filter functions, or select records in the List Pane. You may want to save your selected records in one or more Tag Sets, to make them easier to manage.

The catalog records you select should illustrate objects appropriate for the exhibit you are creating.
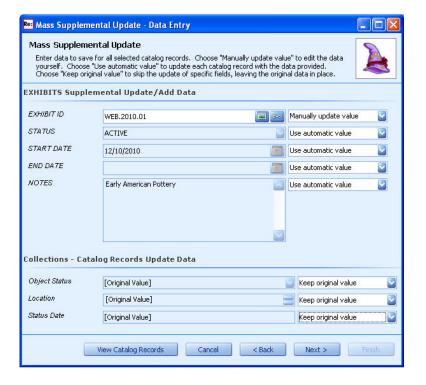
Note: Do not mark as Web Ready any records for deaccessioned objects, returned loans, or draft status records. Do not mark as Web Ready any records for objects on loan from non-NPS sources.

Review the catalog records, mark them Web Ready, and optionally complete the Exhibit Label field, as explained in sections B.1.b, c, and d above.

c. *Attach the catalog records to the exhibit record.* With the catalog records selected, from the Edit menu choose Mass Supplemental Update. Select the Exhibit supplemental, and follow the steps to select the exhibit record you created.

For Web Only exhibits – where the objects will not be physically on exhibit – be sure to set the Object Status, Location, and Status Date fields to "Keep original value" as shown below.

When using Mass Supplemental Update, make sure the Object Status and Location fields are appropriate for the physical status of the objects. For Web Only exhibits, set them to "keep original value" as shown below, because the objects are not physically on exhibit. For physical exhibits, set the Object Status to EXHIBIT, the Location to the exhibit location, and Status Date to the current fiscal year.

When Mass Supplemental Update is complete, your catalog records are linked to the exhibit record. The new exhibit is ready for the Web Catalog.

4. *How do I make the Web Catalog Submission?*

a. *Backup the data*. In **ICMS,** from the File menu, choose Backup Data. Select the Web Catalog Transfer option. Select the data directory to backup.

Note: You may only backup one directory at a time when using the Web Catalog Transfer option.

Select the location to save the backup file, such as My Documents.

Use the default backup zip file name, and make a note of it.

Click "Start Backup" to create the backup.

The Web Catalog Transfer backup may take a long time. It includes all catalog and exhibit records marked as Web Ready. It also includes all images and multimedia marked as Web Ready. The resulting backup zip file may be large.

When complete, you will find the backup zip file in the folder you selected. The file will be named like this:

CR_PARK-WebCatalogTransfer-WithImages-*{date}*.zip

Where "PARK" is your park acronym.

b. *Send the backup zip file*. If you have good internet service, copy the zip file and paste it to this ftp site:

ftp://ftp.rediscov.com/uploads/NPSwebcat

If you have poor internet service, copy the zip file to a CD or DVD. Mail the disk to:

Re:discovery Software, Inc.
ATTN: NPS Web Catalog
3040 Berkmar Drive, Suite B1
Charlottesville, VA 22901

With either FTP or mail, send an e-mail to support@rediscov.com to inform Re:discovery that you have sent a Web Catalog submission.